

INNcentive Instant Rewards

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Policy Statement

hihotels aims to assist franchisees to attract new guests, retain existing ones, build more loyalty for our brands and more reservations by offering instant rewards that hit the mark on travelers' needs.

Research has shown that instant rewards are more appealing to guests than waiting for points to accumulate. Hotels that offer guest loyalty programs enjoy increased revenue and higher levels of customer retention.

INNcentive Instant Rewards is a guest loyalty program offering up to 15% discount on rooms, Late Checkout, Early Check-in and access to a huge network offering deals of up to 50% on travel, restaurants, shopping, and more.

INNcentive Instant Rewards is a marketing program of Hospitality International Inc. and program participation is a requirement of all hotels as stated in the Franchise Agreement. Participation is defined as a hotel that offers the "INNcentive Instant Rewards Program" to guests via our brand website, mobile website, call center and to walk-in business, on a regular basis. Hotels may close out the discount on days of expected high occupancy or special events.

Main Program Features

- ❖ Room Discount is 15%
- ❖ Early check-in - up to two hours and based on your hotel's standard policies and at your discretion upon the guest's arrival
- ❖ Late check out - up to two hours and based on your hotel's standard policies and at your discretion upon the guest's arrival
- ❖ Offers are based on availability and designed to offer guests more reasons to book our hotels.
- ❖ For the most update information use the most Frequently Asked Questions link: www.hifranchise.com/rewards-resources/

Program Detail Highlights

- ❖ There is no cost to you or INNcentive program members
- ❖ Members will access the program on www.stayhihotels.com/inncentive-rewards/
- ❖ Members are offered thousands of discounts on dining, shopping, entertainment, and travel from merchants such as Disney World, SeaWorld, Cinemark Theatres, Papa John's, Alamo Car Rental, Jiffy Lube, and many more.

Promoting the Program

- ❖ Each hotel is supplied with a Free Standing Acrylic Stand with a promotional insert to be displayed at the Front Desk or in a prominent location in the Lobby Area. **This acrylic stand is not for personal use.**
- ❖ New Promotional Inserts will be distributed periodically. When a new Promotional Insert is received it must be displayed in the Acrylic Stand.
- ❖ Franchisees and their hotel staff can sign up hotel guests at their hotel via this sign up link: www.stayhihotels.com/rewardssignup/

Communications and Marketing

- ❖ In addition to promoting the program on stayhihotels.com and at each hotel, emails will be sent monthly to current INNcentive members.
- ❖ The program is promoted via social media, digital marketing and public relation campaigns.